



Community Concierge

MAGAZINE

CHAMPAIGN-URBANA

Media Kit

“Magazines out-perform other advertising, in part, because of magazines’ ability to provide targeting and engagement, along with good creative.”

—Measuring Media Effectiveness, Marketing Evolution/Magazine Publishers of America





FACT

Magazine advertising may be perceived as part of the natural flow of a magazine and, therefore, of value to the reader.

Our Mission

Published by AmPride Communications, Inc., *Community Concierge Magazine* is dedicated to *always presenting the community at its best* with quality, informative articles and eye-catching photographs that connect readers to the best of what greater Champaign-Urbana offers. The magazine is about commitment, to the community, the reader and advertising partners.

What We Do for the Community

As cheerleaders for the Champaign-Urbana area, *Community Concierge* promotes the good life here and helps strengthen the sense of community.

What We Do for Readers

Issue after issue *Community Concierge* stimulates pride and interest in the local community while providing interesting articles that inform, direct and uplift.

What We Do for Our Advertising Partners

Linked to the positive message of the magazine, advertising partners enjoy prequalified acceptance and trust by extension that draws customers to visit your business and make purchases.

Testimonials

"I value offering *Community Concierge Magazine* in our hotel rooms and lobby. Our guest service agents often open it to give guests information they're seeking. I've heard many positive comments from guests regarding the magazine, because they appreciate the information found in the pages and the ability to take it with them. They say the pictures and the articles are useful tools that direct them to restaurants and shopping, and the maps help them find their way around Champaign-Urbana."

—Derek Pruitt, Sales Manager, Courtyard by Marriott

"*Community Concierge Magazine* is an attractive, unique publication that targets a market that no other medium can. With their print work, they spent many hours putting together a beautiful design and ensuring the end product was exactly what we wanted. **They have exceeded our expectations in every capacity.**"

—Ryan Dubnicek, Assistant Manager and Events Coordinator, Alto Vineyards Champaign

"We originally got involved in the *Concierge Magazine* for Champaign because we thought of it as a vehicle to get us in the door with the business community and a broader reach into Champaign-Urbana. It was a great targeted audience for us; the audience that would be reading the magazine, picking it up, receiving it on their desks."

—Fran Strebing, Deputy Director, Central Illinois Regional Airport

"First, you see it everywhere. It's a very slick, professional publication. The design gets people's attention. I've never seen another publication like it, not in this area."

—Dennis, Owner of Li'l Porgies

"*Community Concierge Magazine* is one of the only local ad placements to which I've been able to directly trace gallery visitation. It's the only publication that seems to reach visitors in their hotel rooms, and it's difficult to reach that market during the short time they are in town."

—Carolyn Baxley, Owner, Cinema Gallery

"Advertising in *Community Concierge Magazine* over the years has proven to be an important part of an ongoing process of keeping my name and face in front of clients and prospective clients in the community. Name recognition is often an important part of the process of selecting a trusted financial advisor and CCM provides a high quality medium for this purpose."

—Scott Jackson, Country Financial Representative



Why Advertise with *Community Concierge*

- Advertisements in *Community Concierge Magazine* enjoy the association with the established reputation of a top-quality magazine with a positive emphasis that reaches a continuously refreshed and detailed targeted distribution that welcomes the magazine.
- Read over and over again by an exponential number of readers, the pages of *Community Concierge Magazine* help market your business with constant name exposure and long shelf life. Your message will be seen again and again by the people most likely to make purchases.
- Targeted distribution and continuous reinforcement for top-of-mind recollection make advertising in *Community Concierge Magazine* a per-copy cost best-bet for your advertising dollar.
- *Community Concierge Magazines* are delivered to the homes of more than 2,000 owners of recently purchased homes valued at \$150,000 and above.
- Magazine readers are reported to rely on magazine content and ads to make purchase decisions.
- Magazines contribute to significant gains across the purchase funnel (from brand awareness to purchase intent)...and work well with advertising in other media and add greater value when used synergistically with television and online advertising.
- Magazines influence purchase decisions in diverse areas, including health care, electronics and technology, entertainment, dining, home improvements, luxury goods, automotive. More than half of magazine readers reported taking action as a result of seeing an ad in the pages of a magazine.
- 70 percent of student enrollment – about 20,370 students – are Chicago-area natives whose parents visit them on campus, take them shopping and out to meals in Champaign-Urbana. These parents stay in local hotels and motels, where *Community Concierge Magazine* is found in every room.
- Magazines are regarded by consumers as useful, convenient and credible.

Fact Sources: *Measuring Media Effectiveness*, Marketing Evolution/Magazine Publishers of America; *On-Campus Fall 2010 Statistical Abstract*, UI Management Information; *The Association of Magazine Media*; *Magazine Reader Experience Study*, Northwestern University; *CMO Council*, 2010; *GfK MRI*, Fall 2010; *American Magazine Study*, Affinity, 2010.



What's Inside

Community Concierge highlights the excitement and richness of the local area and its assets with features about the community and the academics and sports programs of the university and colleges. With topical articles, the magazine's shopping and dining articles let readers know of the wide range of dining and retail offered here. In the magazine's health section, readers learn of current health news they can use. With an artist profile, every issue brings attention to a local artist. In the attractions section, world-class cultural and entertainment options are a highlight for readers to learn about, and the eye-catching Calendar of Events gives readers a quick resource of things to do, while the convenient local map directs them where to go – to our advertising partners.

9 MAGAZINES IN ONE

- Community
- University
- Sports
- Dining
- Shopping
- Arts & Entertainment
- Health & Fitness
- Home
- Artist

FACT

In medium-sized markets in particular, advertising strength is realized in numbers. The broader the magazine content, the larger the readership base. Segmenting audiences over several special interest magazines reduces the readership to much smaller numbers and requires more advertising expenditure from each business.



What's Inside DINING

For every season there are delicious flavors simmering, baking and crisping in the kitchens at CU restaurants. For the duration of every quarter, *Community Concierge Magazine's* dining articles entice thousands of local residents and visitors to sit down to a delicious meal at a local restaurant and join in the fun at local bars. Our readers highly value diverse, unique and sophisticated foods and lively night life, and the magazine articles, photos and ads direct them to find satisfaction at our advertising partners.



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- Artist

FACT

Magazines enjoy duration and appeal. The average reader spends 42 minutes reading each issue and counts reading ads as part of the enjoyable experience of reading, particularly when ads are related to content.





What's Inside SHOPPING

The shopping article in *Community Concierge Magazine* showcases the many ways to fill a shopping bag with great products and remarkable values. Whether learning about the latest styles and how to find what works best for their clothing or home décor needs, where to find great art or an amazing array of gift suggestions, our readers find pure shopping pleasure in the shopping article and are eager to make purchases.

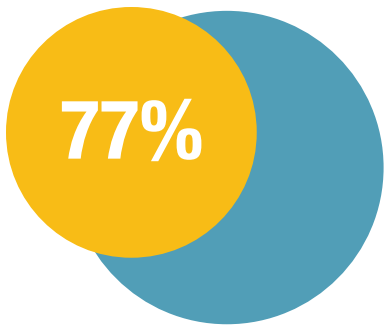
"We regularly have shoppers tell us they saw our ad in *Community Concierge*."
 —Don and Susan Elmore, Owners, Jane Addams Book Shop

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- Artist

FACT

Magazine advertising results in action, with 77% of respondents reporting purchase of a product after seeing or reading something in a magazine.





Photograph courtesy of CU Ballet



What's Inside ARTS & ENTERTAINMENT

With its targeted distribution, *Community Concierge Magazine* connects readers to the world-class culture and entertainment they consider an important part of life. For the three months of each quarter, readers find the magazine's attraction section and Calendar of Events a ready source for what's happening in and around the area. In the artist profile, the magazine spotlights the inspiring and robust creative environment of CU.

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FACT

The magazine's attractions section features local events and informs readers of the many high-quality cultural, entertainment and arts opportunities available in Champaign County.



What's Inside HEALTH & HOME

Community Concierge Magazine readers are the decision-makers among their family and friends and good health is a primary interest. Readers rely on the health and fitness article for a wide range of topics that are not only timely but accessible.

Research shows that magazine readers invest in their homes and rely heavily on magazine content and advertising as reliable input for their decisions. Community Concierge Magazine respects this and provides topical articles that not only provide information from expert sources but offer ideas of where to find needed products and services – our advertising partners.

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FACT

Almost 100 percent of readers interested in reading magazines on a digital device still want a print copy.



About Our Readers

Well-educated men and women with above average incomes, our readers are both residents and visitors. They are the established “townies” and the up and coming movers and shakers. They share a passion and responsibility to make their community a better place to live. In essence, they enjoy all that this micro-urban community has to offer and help sustain it with their activities and purchases.

Our Readers are:

- Engaged
- Residents
- Visitors
- Newcomers
- Age 25 to about 65
- Affluent
- Alumni
- Entrepreneurs
- Community Leaders
- Professionals

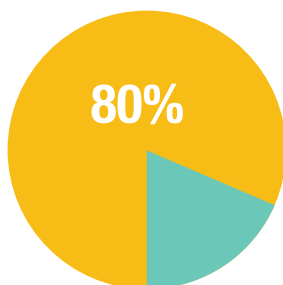
FACT

Magazine advertising work(s) across a broad range of target audiences. Magazines prove to be effective throughout the purchase funnel, producing high levels of brand awareness, brand familiarity and purchase intent with younger, older, male and female consumers.



FACT

Public place copies build audience: 80% of all adults have read magazines in a public place in the last month.



Circulation

We maintain an annual circulation of 90,000 copies, distributing 22,500 issues quarterly.

We have a dynamic distribution system that seeks to make the best use of every copy printed, concentrating in areas of the communities where our affluent readers live, work and visit.

- We deliver directly to more than 275 locations in each community (advertising partners, grocery stores, shops and businesses, etc.)
- We're in 4,300+ hotel rooms in the CU area (about 90 hotels total)
- We mail about 5,000 magazines each quarter to:
 - every new homeowner with a property value of \$150,000+
 - approximately 1,500 businesses and government offices in the market
 - all health care providers (M.D.s, dentists, mental health providers, etc.)
 - all health care provider waiting rooms (min. of 3 copies)
 - all administrative positions (dept. heads, deans, asst. chancellors) at the U of I
 - administrative secretaries and graduate student coordinators
 - all salons and spa
 - all legal offices



FACT

Community Concierge Magazine targets readers when they have time to give us their attention (ex. waiting rooms, coffee shops, etc.) and when they are predisposed to needing the services offered by our advertising partners (ex. while staying in a hotel visiting our community).

Circulation vs Readership

Community Concierge elects to list circulation numbers rather than make readership claims. We feel that listing readership numbers does not best serve our clients, as readership (or viewership) calculations do not report the actual connections made between readers and our product.

We don't allege readership numbers by using some mystery multiplier that doubles or triples actual print numbers. Our philosophy is straightforward: Produce a quality product that is carefully directed into the hands of key markets and offer it at a fair price.

We respect the marketing professionals and business owners we work with and we believe our forthrightness will help cement long-term, win-win relationships we value.

Circulation

PUBLICATION NAME	ESTABLISHED	ISSUANCE
Community Concierge Magazine	Fall 2003	Quarterly
Distribution (per quarter)		
Mailed	4,890	Quarterly
Controlled Circulation		
General	12,823	Winter
Hotel Rooms (3,800 x 1.25%-refill rate)	4,787	Spring
		Summer
Total	22,500	

90,000 PER YEAR

Distribution

*Locations may vary due to addition of new locations & business closings.

Direct Mailed Distribution

4,890+ NAMES/ADDRESSES 1X PER QUARTER, 4X PER YEAR

Local businesses– 1,066

All doctor, dentists, chiropractic offices– 276

New Homeowners (property value of \$150,000+)– 1,502

Government Officials

- Illinois State Senators
 - o Michael Frerichs
 - o Shane Cultra
 - o Dale Righter
- Illinois State Representatives
 - o Naomi Jakobsson
 - o Chad Hays
 - o Jason Barickman
 - o Chapin Rose
- United States Senators
 - o Mark Kirk
 - o Richard Durbin
- United States Representative– Tim Johnson

• Champaign County Board Members

• City of Urbana Mayor & Council Members

• City of Champaign Mayor & Board Members

Health Care Providers– 123

Salons/Spas– 129

Schools

- Champaign Unit 4 Schools offices
- Chesterbrook Academy
- Countryside School
- Urbana School District 116 offices
- Montessori Discovery School
- State of Illinois– Tourism Information Centers
 - Interstate 70– Cumberland Road (South)

• Interstate 70– Silver Lake (South)

• Interstate 57– Rend Lake (Northbound Center)

• Interstate 57– Prairie View (Southbound Center)

• Interstate 74– Salt Kettle (Westbound Center)

• Interstate 55– Homestead Information Center

University of Illinois at

Urbana Champaign– Deans, Directors, Department heads & administrative staff members– 1,342

Parkland officials & staff– 11

Attorneys– 310



Controlled Distribution

275+ LOCATIONS 3X PER QUARTER, 12X PER YEAR

Hospitals & Clinics

Carle Clinic

- Mattis Ave, Champaign
- Kirby Ave, Champaign
- Curtis Rd, Champaign
- Vermillion St, Danville
- Fairchild St, Danville
- Green Apple Ln, Monticello
- Grove Ave, Rantoul
- Champaignline Rd, Tuscola
- Windsor Rd, Urbana
- Heather Dr, Mahomet

Carle Hospital
 Carle Hospital-Physical Therapy
 Carle Spine Institute
 Carle Surgical Center
 Carle Therapy
 Carle-Recruitment Center

Chrisite Clinic

- University Ave, Champaign
- Windsor Rd, Champaign
- Windsor Rd, Champaign
- Vermillion St, Danville
- Commercial Dr, Mahomet
- Borman Dr, Rantoul
- Main St, Tuscola
- Windsor Rd, Urbana

Kirby Hospital
 Provena Business Office
 Provena Covenant Hospital

Auto

Car X
 • Bradley Ave, Champaign
 • Neil St, Champaign
 J.D. Byrider
 Jiffy Lube
 • Prospect Ave, Champaign
 • Neil St, Champaign
 O'Brien Auto Park
 Pennzoil/Advanced Auto Parts
 Peter B's Automotive
 R&S Sales & Service
 Rainstorm Carwash
 Shelby Motors
 Sullivan-Parkhill
 Triple T Car Wash/Lube

Banks

Busey Bank
 • Sixth St, Champaign
 • University Ave, Champaign
 • Springfield Ave, Champaign
 • Marketview Dr, Champaign

- Windsor Rd, Champaign

Main St, Mahomet
 E Grove Ave, Rantoul
 Main St, Urbana
 Philo Rd, Urbana
 Busey Investment Group
 Central Illinois Bank
 Chase Bank
 • University Ave, Champaign
 • Mattis Ave, Champaign
 Broadway Ave, Urbana
 Commerce Bank
 First Bank

• Church St, Champaign
 • Grove Ave, Rantoul
 • Woodfield Dr, Savoy
 First Federal Savings Bank
 • Springfield Ave, Champaign
 • Neil St, Champaign
 • Springfield Ave, Urbana
 First Mid-Illinois Bank
 • Neil St, Champaign
 • Main St, Tuscola
 • Vine St, Urbana

First State Bank
 Freestar Bank
 • Green St, Campustown
 • Neil St, Champaign
 Heartland Bank
 • Springfield Ave, Champaign
 • Windsor Rd, Champaign
 Marine Bank
 • Neil St, Champaign
 • Village Green Pl, Champaign
 UIECU
 • First St, Champaign
 • University Ave, Urbana

Campus

Assembly Hall
 Extension U of I
 Illini Union
 Krannert Art Museum
 Krannert Center
 Parkland College
 UI Admissions
 UI Alumni Center
 UIUC Athletics

Entertainment Centers

Art Theater
 Virginia Theatre

Fitness

Body 'n Sole

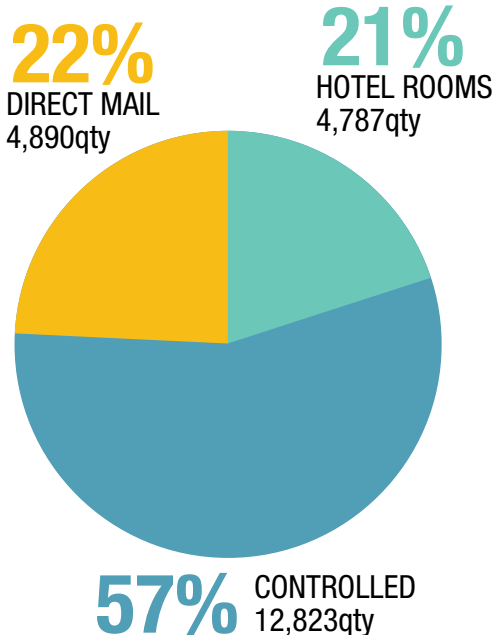
Charter Fitness
 Evolve Fitness
 Kinex Fitness Studios
Government Offices
 Chamber of Commerce
 Chamber of Commerce – Piatt County
 Champaign Chamber of Commerce
 Champaign County CVB
 City of Champaign
 City of Urbana
 Tourist Information Center
 Tuscola City Hall/Tourism Ofc
 Urbana Business Association

Libraries

Champaign Library
 Urbana Free Library

Other

A & R Mechanical
 Alto Vineyards
 Beltone
 • E Sangamon Rd, Rantoul
 • Neil St, Champaign
 Champaign County Forest Preserve
 Chanute Air Museum
 Coldwell Banker
 • Galen Dr, Champaign
 • Commercial Dr, Mahomet
 • Market St, Monticello
 Conservatory of Central IL
 Country Financial– Scott Jackson
 Country Squire/Garbers Cleaners
 Cramer Siding & Window
 CU Woodshop Supply
 Early American Museum
 Health Alliance
 JSM Management
 KleenRite
 Larry Kanfer Gallery
 M2
 One Main
 Orpheum/Children's Museum
 Prudential/Snyder Real Estate
 Remax Realty Associates
 • Lombard Rd, Mahomet
 • S Bridge St, Monticello
 Terminix
 • Bloomington Rd, Champaign
 • Kickapoo Dr, Danville
 WILL Radio



Controlled Distribution (continued)

Wines at the Pines

Restaurants/Bars

Campustown

Cocomero Frozen Yogurt

DP Dough

Espresso Royale

- Daniel St
- Peabody Ave

Houlihans

Papa Dels

Potbelly's

Rosatis

Champaign

Aroma Café

Bentley's Pub

Billy Barooz Bar & Grill

Blind Pig

Boltini Lounge

Café Kopi

Café Latino

Destihl

Dos Reales

Dublin O'Neils

El Toro Bravo

El Toro II

Escobar's

Espresso Royale

- Village Green Pl

- Neil St

- Esquire Lounge

Fiesta Café

Great Harvest Bread Company

Guidos

Jim Gould's

Jupiters

Jupiters II

Ko Fusion

L'il Porgy's BBQ

La Bamba

Manzella's

Merry-Ann's Diner

- Main St

- Neil St

Mongolia 301

My Thai

Panera Bread

Pekara Bakery

Radio Maria

Sam's Café

Sammy's Pancake House

Seven Saints

Subway

- Mattis Ave

- Neil St

- Taffies

TGI Friday's

Za's

- Neil St

- Springfield Ave

- Urbana

Black Dog

Bunny's Tavern

Café Paridiso

Cocina Real

Courier Café

Crane Alley

Dos Reales

Einstein Bagels

El Toro

Great Impasta

Kennedy's Restaurant

La Fiesta

Lil' Porgys

Milo's

Montana Mikes

PoBoys

Rainbow Garden

Siam Terrace

Silvercreek Restaurant

Skinny Girl Yogurt

Urbana Garden Restaurant

Village Inn Pizza

Xinh Xinh Café

Salons/Spa

Balance Hair

BJ Grand Salon

Bodywork Associates

BoRics

Dazzling Nail Salon

Great Clips

H2O Salon

Hairbenders

Health in Harmony

Ippastu Salon

Magic Nails

Modern Nails II

Rod Stickler Salon

Shops

Art Mart

Bacca Cigar Shop

Barnes & Noble

Beads & Botanicals

Bella Mia Boutique

Birkenstock/Heel to Toe

Boneyard Pottery

Carrie's Vintage Clothing

Carter's Furniture

Christophers Fine Jewlery

Cinema Art Gallery

Circles

Common Ground

Cookies by Design

Country Charm Furniture

Cream & Flutter

Dean's Blueprints

Ella's Consignment Shop

English Hedgerow Bistro

Exile on Main

Follett's

Frogs & Fairies

Glass FX

Good Vibes

Green Onion

Hamptons Kitchen & Bath

Heartland Gallery

Illini Pella

Jane Addams Bookstore

Jon's Pipe Shop

Jos Kuhn

Mail & Parcel Plus

New Balance

Ohana Pools

Prairieland Feeds

Seno Formal Wear

Shared Space

Spritz Jewelers

Strawberry Fields

Ten Thousand Villages

The Wooden Hanger

This Is It Furniture

UPS Store

US Cellular

Wind Water & Light

Shopping Centers

County Market

- Stoughton Ave, Campustown

- Kirby Ave, Champaign

- Duncan Rd, Champaign

- Vermillion St, Danville

- Philo Rd, Urbana

Lincoln Square Mall

Mahomet IGA

Meijer

- Prospect Ave, Champaign

- Philo Rd, Urbana

Schnucks

- Mattis Ave, Champaign

- Savoy Plz, Savoy

- Vine St, Urbana

Tanger Outlet

Transportation

Amtrak

Flight Star Corporation

MTD

Willard Airport

Hotel Distribution

61 HOTELS 3830+ ROOMS DISTRIBUTED 3X PER QUARTER, 12X PER YEAR

Champaign

Baymont Inn & Suites

Candlewood Suites

Country Inn & Suites

Courtyard by Marriott

Days Inn

Drury Inn & Suites

Econo Lodge Inn & Suites

Extended Stay America

Extended Stay Value Place

Fairfield Inn by Marriott

Hawthorn Suites by Wyndham

Hilton Garden Inn

Homewood Suites

I Hotel & Conference Center

La Quinta Inn

Microtel Inn

Quality Inn

Red Roof Inn

Super 8 Motel

Wingate Inn

Urbana

America's Best Inn & Suites

Comfort Suites

Eastland Suites

Hampton Inn & Suites

Holiday Inn Express

Holiday Inn Hotel & Conference Center

Illini Union Hotel

Lincoln Lodge

Manor Motel

Motel 6

Ramada Inn

Sleep Inn

Super 8 Motel

Danville

Best Western-Regency Inn

Best Western-Riverside Inn

Comfort Inn

Danville Inn & Conference Center

Danville Days Hotel & Conference Center

Fairfield Inn

Hampton Inn & Suites

Holiday Inn Express

Sleep Inn & Suites

Super 8 Motel

Rantoul

Best Western-Heritage Inn

Days Inn

Quarters Inn & Suites

Rantoul Motel

Super 8 Motel

Arcola

America's Best Value Inn

Arcola Inn

Comfort Inn

Diamond House B&B

Flower Patch B&B

Tuscola

Baymont Inn & Suites

Holiday Inn Express

Super 8 Motel

Savoy

Best Western-Paradise Inn

Senators Inn

Monticello

Best Western-Monticello

Gateway Inn

Foster Inn

Mahomet

Heritage Inn

FACT

Overall, magazines outperformed in driving positive shifts in purchase intent. Magazines on average produced the highest percentage point increase in purchase intent across 20 studies.

FACT

Magazines provide more value for the advertising dollar. Magazines increase purchase intent five times as much as television or the Internet when looking at how each medium alone affected purchase intent.

CONTACT

**OUR NEXT ISSUE
IS CLOSING SOON!
CALL TODAY TO
RESERVE YOUR AD!**

GEORGE AMAYA
C: 217.841.6186
O: 217.355.9016

Investment Rates

CCM Ad Rates (Billed Monthly)

Ad	1x	CPI	4x	CPI
Back Cover	\$2,944	.13	\$2,944	.13
Cover 2 & 3	\$2,644	.12	\$2,380	.11
2/3 Page	\$1,746	.08	\$1,571	.07
1/2 Page	\$1,305	.06	\$1,174	.05
1/3 Page	\$870	.04	\$783	.03
1/6 Page	\$540	.02	\$486	.02

Art Due & Closing Dates

Issue	Art Due	Closing Date	Distribution
Spring	Jan 24, 2012	Jan 31, 2012	Late-February
Summer	April 24, 2012	April 24, 2012	Late-May
Fall	July 23, 2012	July 31, 2012	Late-August
Winter	Oct 23, 2012	Oct 30, 2012	Late-November

Terms

Annual contracts are invoiced quarterly, 45 days prior to stated closing dates (terms: net due 30 days). Payment for first-time or one-time orders are due in full prior to applicable closing dates.

Art Specifications

For questions or to submit ad & 30-word write-up email/call:

designer@

ampridecommunications.com

AmPride Communications, Inc.

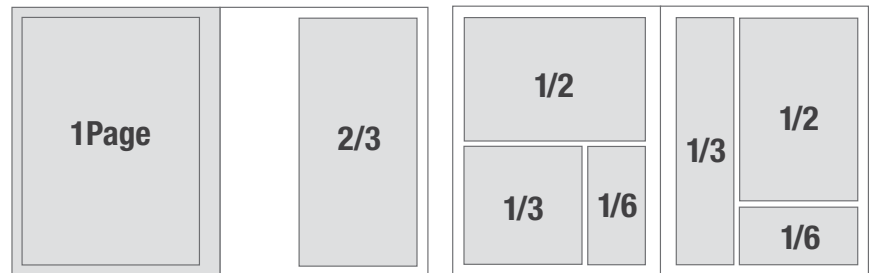
1717 West Kirby Ave. #236

Champaign, IL 61821

ofc. 217.355.9016

fax. 217.355.9594

All photos & artwork saved at **300 dpi** at approximate final size. All files in **CMYK only**, no RGB. Preferred file format: **Press Quality PDF**.



Cover 2, 3, 4
(Full Bleeds)
8.5”w x 11”h

2/3 Page
5.22”w x 9.75”h

1/2 Page
5.22”w x 7.29”h
7.88”w x 4.83”h

1/6 Page
2.56”w x 4.83”h
5.22”w x 2.36”h

1 Full Page Interior
(No Bleeds)
7.875”w x 9.75”h

1/3 Page
2.56”w x 9.75”h
5.22”w x 4.83”h

Providing Photos for Your Ad? Here are some tips to make sure you give us the right size.

Your photo should always be as big or bigger than your ad’s physical size. For full page or half page photos the file size needs to be at least **8MB**, for smaller photos they need to be at least **1MB**. Anything smaller and your photo might come out pixelated or fuzzy. Your photo needs to be in a .jpg (or .JPEG, .jpeg) format.

Check the File Size and Dimensions

WINDOWS USERS: Size- Hover your mouse over the file name, you will get a pop-up box that will show the size. Or you can click on the image and use the “task pane” under “details” to see the size. **Dimensions-** Right click on the image, choose “Properties,” then click the “Summary” tab and it will show you the width and height there.

MAC USERS: Size- Click on the file and look under the “Preview” tab under “Size” (ex. 278KB). **Dimensions-** Right click on the image file (or control click), choose “Get Info,” then click the “More Info” tab and you will find the width and height.

Print It

If you’re unsure about the dimensions or the size, print it out at actual size (the physical size of the photo). If the photo prints out smaller than your ad requires or looks pixelated or fuzzy then you’ll know that the photo won’t work.

When in Doubt, Email it Out!

If you’re still not sure that your photo will work email us a copy and we’ll check the size for you and let you know if it will work or not.

What is “dpi”?

Dpi stands for “dots per inch.” Your printer doesn’t print solid color; it actually prints thousands of small dots. The more dots you have the more detailed your photo will be. 300dpi is what the average printer uses. However, when using a photo online (like your website) your image will only be 72dpi, which means there’s less detail in the photo. When looking at the dimensions of your photo you’re most likely going to see them in pixels. Pixels are small little dots that

make up an image on screen. An image that is 8.5x11in (standard letter size) at 300dpi will have the dimension of 2550x3300 pixels, at 72dpi it will be 612x792 pixels. Sizes are relative so you can easily figure out if your photo is big enough (ex. 4.25x5.5in is half a sheet of paper, therefore the dimensions will be half of the dimensions for a full sheet of paper 1275x1650 at 300dpi and 306x396 at 72dpi).